

Millennium Challenge Corporation

# Standards for Corporate Marking and Branding

Guidelines for Creating  
Branded Material and Using the MCC Brand

Version 5—Dec. 17, 2009



MILLENNIUM  
CHALLENGE CORPORATION  
UNITED STATES OF AMERICA



# Contents

Foreword .....	vii
Living Document .....	viii
Branding Website on <a href="http://www.mcc.gov">www.mcc.gov</a> .....	viii
Standards for Global Marking .....	viii
Why Visual Branding and Marking is Important .....	1
Identity Elements .....	2
Logo .....	2
Brand Name .....	3
Logo Tag .....	4
Color Variations .....	5
Tagline .....	6
Signature .....	7
Seal .....	9
MCC U Identity .....	10
Nomenclature .....	12
Communicative vs. Legal Names .....	12
Corporate .....	12
Departments .....	12
Divisions .....	13
Product and Service Trademarks .....	13
Color .....	15
Brand Color System .....	15
Default Color System .....	16
Supporting Color System .....	17

Seal Color System.....	18
Using the Correct Color Values .....	19
Signature Color Options.....	19
Incorrect Use of Color.....	19
Color Consistency.....	19
Typography.....	20
Type Families .....	20
Alternate Type Families .....	22
Other Typography.....	22
Why These Type Families? .....	22
Usage.....	23
Typefaces for Professional Printing.....	23
Typefaces for Word Processing.....	25
Grid.....	26
Horizontal Grid .....	26
Vertical Grid.....	26
U.S. Business Papers .....	27
Letterhead.....	27
Personalized Letterhead .....	27
Second Sheet.....	28
#10 Envelope.....	28
Monarch Letterhead.....	29
Monarch Envelope.....	29
Notecards.....	29
Notecard Envelope.....	29
Business Cards .....	30

Fax Electronic Template .....	34
Notepads .....	34
Mailing Labels.....	34
Large Mailing Envelopes.....	34
Programs .....	34
CD and DVD Labels and Inserts.....	35
Award Certificates.....	36
Proclamations .....	36
Press Releases.....	36
International Business Papers.....	37
A4 Letterhead .....	37
A4 Personalized Letterhead .....	37
A4 Envelope.....	37
Business Cards .....	37
Digital Media .....	38
Public Web site .....	38
Intranet.....	38
Interface .....	39
Content.....	39
Development Standards.....	39
Color .....	40
Typefaces.....	40
Imagery.....	40
Desktop Images .....	40
Forms .....	41
Marketing Materials .....	42

Voice and Tone .....	42
Imagery.....	42
Signature Placement .....	42
Grid Systems .....	42
Brochure System.....	42
Folder .....	43
Covers .....	44
Mastheads.....	44
Posters .....	46
Presentations, Proposals, Reports and Other Documents .....	47
Binding .....	47
Covers .....	48
Types of Publications.....	49
PowerPoint Templates .....	52
Exhibits.....	54
Podium Seals .....	54
Trade Show Booth.....	54
Backdrops .....	54
Banners.....	55
Signage .....	56
Color .....	56
Typography.....	56
Materials and Finishes.....	56
Lighting Considerations.....	56
Fabrication Guidelines .....	56
Corporate Flag .....	56

Promotional Items .....	57
Promotional Items Committee.....	57
Executive Promotional Items.....	57
Image Library .....	58
Illustrations.....	58
Reproduction Files.....	59
Logo and Logo Signatures .....	59
Templates.....	60
Miscellaneous .....	62
Clearance Process.....	62
Ordering Information.....	62
Whom to Contact with Questions .....	62





# Foreword

This is the *Standards for Corporate Marking and Branding Manual* for the Millennium Challenge Corporation (MCC). It sets the standards for the design of all MCC public communications.

All Corporation employees—including employees whose duty locations are in-country—and contractors producing communications representing or funded by MCC are required to follow the guidelines and standards in this manual.

Below are the Signatures for MCC. They are to be used to mark all programs, projects, activities, and public communications that require acknowledgement of MCC.



This manual and the MCC identity were developed to ensure that the United States Government is visibly acknowledged for its contributions and funding specified as foreign assistance.

## Living Document

The Millennium Challenge Corporation reserves the right to revise, update, and change this document from time to time as necessary. Refer to MCC's branding website, <http://www.mcc.gov/branding>, for:

- ★ The most up-to-date *Standards for Corporate Marking and Branding*;
- ★ An email listserv sign-up to receive standards documentation updates and best practices documents;
- ★ Downloadable, high-resolution MCC corporate logos in multiple file formats;
- ★ A compendium of downloadable technical information for document assembly and for best practices.

## Branding Website on [www.mcc.gov](http://www.mcc.gov)

MCC's branding website, <http://www.mcc.gov/branding>, contains the most up-to-date information about branding and marking requirements for both MCC and MCA Entities, Threshold Programs, and Threshold Program implementers.



This icon, featured throughout this manual, is a signpost pointing you towards more technical, detailed information about a particular, specific topic. These topics are produced as Best Practice documents (saved as downloadable PDFs), all of which are up-to-date on MCC's branding website, <http://www.mcc.gov/branding>.

## Standards for Global Marking

The MCC has developed and published separate standards for both Millennium Challenge Account Accountable Entities and for Millennium Challenge Threshold programs. Refer to the *Standards for Global Marking* manual for those standards available at <http://www.mcc.gov/branding>.

# Why Visual Branding and Marking is Important

Early on, MCC committed to building and maintaining a very strong visual brand and, in doing so, requires that any item distributed to the public be appropriately branded according to the guidelines outlined in MCC's *Standards for Corporate Marking*.

A strong visual brand:

- ★ Provides instant recognition of MCC's work anywhere in the world;
- ★ Shows that MCC cares about presentation as much as content;
- ★ Showcases the excellent work of MCC staff in an easily digestible way by creating a visual brand based in graphic design best practices;
- ★ Elevates MCC's materials to those most respected in government;

MCC uses a professional level print, video, and web production software programs ensuring that:

- ★ Its print materials are prepared in a format that the majority of professional printers use worldwide;
- ★ Its print materials made available as electronic downloads are created as small file size PDFs which makes downloading from websites and ease of transmission through email faster;
- ★ Its video materials are produced using world-class, industry-standard software guaranteeing portability to video production houses and visual media and ensuring the best compression for distribution on the Internet;
- ★ Materials required to be Section 508 compliant are produced in such a manner.

# Identity Elements

## Logo

The Logo is a formal composition of the star-shaped Logo Graphic atop a distinctive arrangement of the Brand Name and the words “United States of America”.

*As MCC’s most distinctive visual brand element, the Logo graphic may appear independent of the other Logo elements in certain circumstances with prior approval from the Director of Branding and may be subject to the approval of the Vice President for Congressional and Public Affairs.*



## Color Variations

No color or shade on the Logo should be changed at any time.

*Full color:* the Logo should appear in full color in any material produced in full color. See “Color” on page 15 for appropriate color usage.

*One color:* the Logo should appear in one color in any material produced using only one color.

## Minimum Display Sizes

Minimum sizes: print 1" (72 points); on-screen 72 pixels (approx. 1").

## Clear Space

Clear space defines the minimum amount of blank area that must surround the Logo before another item should be placed next to it.



## Brand Name

The Brand Name is the official name of the corporation, “Millennium Challenge Corporation” composed for presentation without the Logo graphic.

**MILLENNIUM**  
**CHALLENGE CORPORATION**  


---

 UNITED STATES OF AMERICA

When appearing without the Logo graphic, the Brand Name always appears with “Millennium” in uniform height capital letters above “Challenge Corporation”, also in capital letters. In certain circumstances where symbolism is not paramount, the Brand Name may appear without the Tagline or words “United States of America”.

## Color Variations

No color on the Brand Name should be changed at any time.

*Full color:* the Brand Name should appear in full color in any material produced in full color. See “Color” on page 15 for appropriate color usage.

*One color:* the Brand Name should appear in one color in any material produced using only one color.

## Minimum Display Sizes

Minimum size: print 1.9" by .84"; on-line 60px

## Clear Space

Clear space defines the minimum amount of blank area that must surround the Logo Name before another item should be placed next to it.



## ***Logo Tag***

The Logo Tag is simplified arrangement of the Logo graphic and the Brand Initials that can be used in place of the Brand Name. The Logo Tag must always appear with both the Logo graphic and the Brand Initials in a horizontal arrangement. It should never appear in a stacked arrangement or appear with the Tagline or words “United States of America”.



*As MCC’s most distinctive visual brand element, the Logo Tag may appear independent of the other Logo elements in certain circumstances with prior approval from the Director of Branding and may be subject to the approval of the Vice President for Congressional and Public Affairs.*

## **Color Variations**

No color or shade on the Logo Tag should be changed at any time.

*Full color:* the Logo Tag should appear in full color in any material produced in full color. See “Color” on page 15 for appropriate color usage and tint usage.

*One color:* the Logo Tag should appear in one color in any material produced using only one color.

*Dark Background:* on a dark background, including black, the Logo Tag lettering should appear in white, and the Logo graphic should be bordered in a white rule equal to 1/72 of the Logo graphic height.

## **Minimum Display Sizes**

Minimum size: print 1.9” by .63”



## Color Variations

U.S. Flag Blue



U.S. Flag Red



*Full color:* on a light background, including white, the Logo Elements and Lettering should appear in U.S. Flag Blue and U.S. Flag Red; on a dark background, including black, the Lettering should appear in white, and the Logo graphic should be bordered in a white rule equal to 1/72 of the Logo graphic height.

*One color:* on a white or less than 60 percent tinted background, the Logo Elements and Lettering should appear in U.S. Flag Blue or the ink color; on a solid color background, the one-color variant of the Logo Elements should be used, all Logo Elements and Lettering should appear in White, and the Logo Graphic should be bordered in a white rule equal to 1/72 of the Logo Graphic height.



## Tagline

The Tagline is the MCC “verbal brand” and the statement that

encapsulates MCC’s vision within a few words. The Tagline should never be used on materials without either the Logo or the Logo Tag.

Reducing Poverty Through Growth

## Color Variations

*Full color:* on any background, the Tagline should appear in MCC Red. The Tagline may only appear in white if it is set upon an MCC Red background.

*One color:* on a white or less than 60 percent tinted background, the Tagline should appear in MCC Red or the ink color; on a solid color background, the Tagline should appear in White.

See the Color Value Charts in “Color” on page 15.

## Minimum Display Sizes

Minimum size: 9 pt.

## Typeface

Font: Gotham Book

## Clear Space

Clear space defines the minimum amount of blank area that must surround the seal before another item should be placed next to it.





## Signature

The Signature is a combination of three unique elements: the Logo, the Brand Name, and the Tagline. (For an explanation and usage rules specific to these elements, “Logo” on page 2, “Brand Name” on page 3, and “Tagline” on page 6.) While each of these elements has its own usage standards, when displayed together as the Signature, these usage rules apply:

- ★ The signature should be used anytime both the logo graphic and the logo name appear together.
- ★ The signature is to be arranged in only two formats: horizontal and vertical. It may not appear in any other format.

### Horizontal Signature

The horizontal signature displays the logo graphic on the left with the logo name arranged to the right and the tagline aligned below the logo name. The horizontal signature must be placed in either the left-hand or right-hand side of branded material depending on the reading direction of the language used in the produced item. In material produced in English, the horizontal signature must appear on the left. This signature is never centered and must always be placed towards the side of branded material. (The vertical signature should be used for centered placement of the signature.)



The minimum width for the horizontal signature is 1.75" (printed) and 135px (on-screen).

### Vertical Signature

The vertical signature displays the logo graphic on top with the logo name centered below and the tagline in alignment at the bottom. The vertical signature must be placed in either the left-hand or right-hand side of branded material depending on the reading direction the language used in the produced item. In material produced in English, the vertical signature must appear on the left. The minimum width for the vertical signature is 1.25" (printed) and 175px (on-screen).



## Color Variations

No color or shade on the Signature should be changed at any time.

*Full color:* the Signature should appear in full color in any material produced in full color. See “Color” on page 15 for appropriate color usage and tint usage.

*One color:* the Signature should appear in one color in any material produced using only one color.

## Clear Space

Clear space defines the minimum amount of blank area that must surround the Signature before another item should be placed next to it.



## Seal

The seal is the round symbol with the words “Millennium Challenge Corporation” and “United States of America” surrounding the globe. The seal is MCC’s most symbolic element, should be protected as such, and should be used on documentation as a visible symbol that the document is authentic and approved by the Millennium Challenge Corporation.



***Usage of the Seal is limited. Contact either the Director of Branding or the Vice President of Congressional and Public Affairs to use the seal.***

## Color Variations

No color or shade on the Seal should be changed at any time.



***Full color:*** the Seal should appear in full color in any material produced in full color. See the *Color* section for appropriate color usage and tint usage.



***One color:*** the Seal should appear in one color in any material produced using only one color.

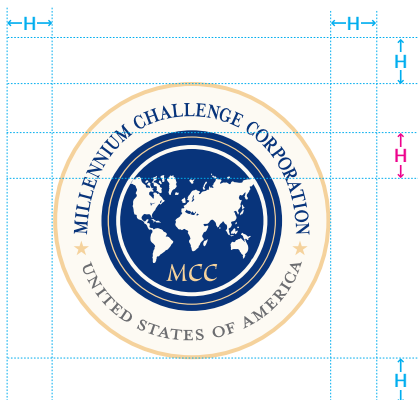
## Minimum Display Sizes

Minimum seal sizes: print 9/16” (40.5 points); on-screen 1” (72 points).



## Clear Space

Clear space defines the minimum amount of blank area that must surround the seal before another item should be placed next to it.



## *MCC U Identity*

MCC University (abbreviated as MCC U) is MCC's brand for training our country partners. To distinguish the concept and the training, a separate identity was developed.

### Logo

In the spirit of U.S. university athletic logos, the MCC U logo overlays a warped "MCC" over a large "U" using a typeface reminiscent of college athletics. A small MCC logo is placed below the MCC to identify it as part of the Millennium Challenge Corporation.



### Typography

The MCC U logo uses two type families:

- ★ **Athletic:** This type is used to create both the "MCC" and the large "U." This type family should not be used for any other purpose.
- ★ **Brush Script Standard:** This type is used to display the "Class of..." information below the logo. This type family should not be used for any other purpose.

### Color Variations



*Full color:* the MCC U logo should appear in full color in any material produced in full color.

*One color:* the MCC U logo should appear in one color in any material produced using only one color.

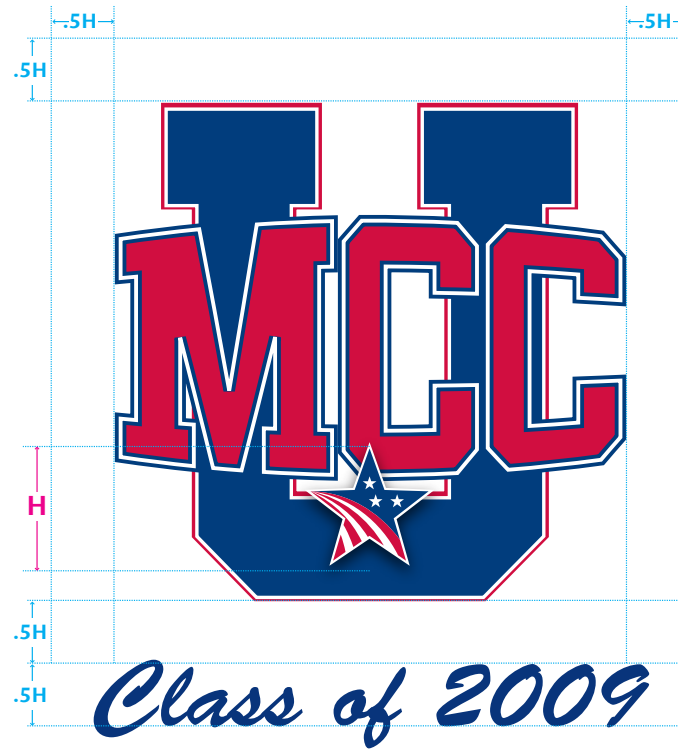
### Minimum Display Sizes

Minimum display size for print is 60 points by 58.8 points; minimum display size for on-screen is 72 pixels.



## Clear Space

Clear space defines the minimum amount of blank area that must surround the MCC U logo before another item should be placed next to it.



# Nomenclature

The appropriate use of our company's name is paramount in establishing an awareness of the mission, values, and responsibilities of the Millennium Challenge Corporation.

## *Communicative vs. Legal Names*

As established by Section 604(a) of the Millennium Challenge Act of 2003, the legal name of the agency is "Millennium Challenge Corporation." Refer to the following sections for proper name usage in formal and informal communication.

## *Corporate*

The Millennium Challenge Corporation is the U.S. government agency responsible for implementing the unique foreign aid concept of the Millennium Challenge Account.

## Official Name

The official name of the company is "Millennium Challenge Corporation" and shall be referred to as such.

## Abbreviation

The appropriate abbreviation is "MCC."

Proper usage:

- ★ In formal writing after "Millennium Challenge Corporation" is first used;
- ★ In informal communication after first using "Millennium Challenge Corporation";
- ★ On certain casual ephemera when minimal room is available to convey our brand.

## *Departments*

The MCC has seven main departments within its organizational structure. When referring to these departments in formal writing, always refer to them in context of the MCC. Never refer to a department without including a mention of the MCC with it. Use the official department name listed below in formal writing. Do *not* replace "and" with an ampersand ("&") in any situation when using the official department name. Departmental abbreviations may be used in informal communication after first using the official name.

Proper Usage of official department names:

- ★ The MCC Department of Administration and Finance;
- ★ The Congressional and Public Affairs department of the Millennium Challenge Corporation.

Official Department Names (and abbreviations):

- ★ Department of Administration and Finance (A&F)
- ★ Department of Compact Development (DCD)
- ★ Department of Compact Implementation (DCI)
- ★ Department of Congressional and Public Affairs (CPA)
- ★ Department of Policy and International Relations (PIR)
- ★ Office of the Chief Executive Officer (OCEO)
- ★ Office of the General Counsel (OGC)

## ***Divisions***

Certain MCC departments also have divisions within the department. Apply the same rules as above when using these division names. In formal writing, division names should always appear in context with the appropriate department name, which should always appear in context with the company name.

Proper usage:

- ★ The Contracts Division of the Millennium Challenge Corporation's Department of Administration and Finance;
- ★ Millennium Challenge Corporation's Division of Fiscal Accountability within the Department of Accountability.

## ***Product and Service Trademarks***

A trademark is a notification to the public and a claim of ownership for certain goods. A trademark does not require the filing of any federal application. The following are trademarks associated with the MCC and should be used as such.

## **Millennium Challenge**

A phrase describing the ideas and concepts behind providing foreign aid where assistance would be provided to those countries that rule justly, invest in their people, and encourage economic freedom.

## **Millennium Challenge Corporation**

Millennium Challenge Corporation is the name of the U.S. Government agency responsible for implementing the Millennium Challenge Account.

## **Millennium Challenge Account**

This describes the funds appropriated by Congress to accomplish the foreign assistance mission set out in the Millennium Challenge Act of 2003. It is also a part of the name for the accountable entity of a country that receives funds from the Millennium Challenge Account.

## **MCC U**

The phrase used to describe an educational gatherings hosted at MCC's headquarters in the United States.

## **Millennium Challenge Compact**

The written agreement between MCC and an eligible country that describes a multi-year plan designed to reduce poverty and increase sustainable growth in the eligible country.

## **Millennium Challenge Threshold Program Agreement**

The written agreement between a designated candidate country and an implementing entity that describes a program designed to assist the candidate country in achieving Compact eligibility status.



# Color

MCC's color systems help promote the Corporation as a grantee of United States foreign assistance and help convey our mission and values.




To ensure color accuracy and consistency, the MCC used the world-standard Pantone Matching System (PMS) to define its brand color system. MCC uses the Pantone Color Bridge to determine the numeric values which define the agency's color system in process printing, on video, and on the World Wide Web.

## *Brand Color System*

Three colors comprise the brand color system: blue, red, and black. See *Table 1: Brand Color System* for samples, names, and values.

These colors are reserved for use on the MCC logo and brand name.

*Table 1: Brand Color System*

Sample	Name	Pantone	CMYK	RGB	Web
	U.S. Flag Blue	281	100, 85, 5, 20	0, 38, 100	00 26 64
	U.S. Flag Red	193	2, 100, 60, 11	187, 19, 62	bb 13 3e
	Black		0, 0, 0, 100	0, 0, 0	00 00 00




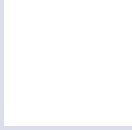
## Default Color System

MCC adopted U.S. flag blue and U.S. flag red (identified by Pantone as PMS 281 and PMS 193 respectively) in mid-2007 to visually bolster its mission within the United States government and visually strengthen worldwide its association as a U.S. government agency.

Four colors comprise the default color system: official U.S. flag blue, official U.S. flag red, pale blue, and white. See *Table 2: Default Color System* for samples, names, and values.

Tints of these colors may be used in addition to the full-value color.

*Table 2: Default Color System*

Sample	Name	Pantone	CMYK	RGB	Web
	U.S. flag blue	281	100, 85, 5, 20	0, 38, 100	00 26 64
	U.S. flag red	193	2, 100, 60, 11	187, 19, 62	bb 13 3e
	MCC pale blue	2727	75, 40, 0, 0	61, 126, 219	3d 7e db
	White		0, 0, 0, 0	255, 255, 255	ff ff ff






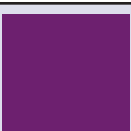
## Supporting Color System

In 2008, MCC began developing its supporting color system. While the primary goal of MCC's overall color system is to promote MCC as an American initiative, the colors in the supporting color system intend to complement that goal.

Six colors will ultimately comprise the supporting color system and will represent the various sectors in which MCC works. See *Table 3: Supporting Color System* for proposed samples, names, and values.

Tints of these colors may be used in addition to the full-value color.

*Table 3: Supporting Color System*




Sample	Name	Pantone	CMYK	RGB	Web
	Bright Yellow	116	0, 12, 100, 0	254, 203, 0	fe cb 00
	Charcoal Gray	Undefined			
	Aqua Blue	291	36, 3, 0, 0	160, 207, 235	ao cf eb
	Deep Green	357	83, 19, 73, 58	39, 89, 55	27 59 37
	Earth Brown	490			
	Purple	255	55, 96, 6, 25	110, 44, 107	6e 2c 6b

## Seal Color System

Three colors comprise the Seal color system: blue, gold, and black. See *Table 4: Seal Color System* for samples, names, and values.

These colors are reserved for use on the MCC seal *only*.

**Table 4: Seal Color System**

Sample	Name	Pantone	CMYK	RGB	Web
	U.S. flag blue	281	100, 85, 5, 20	0, 38, 100	00 26 64
	MCC gold	7508	0, 15, 40, 4	227, 192, 139	e3 co 8b
	Black	n/a	0, 0, 0, 100	0, 0, 0	00, 00, 00

## ***Using the Correct Color Values***

See *Table 5: Color Values for Various Media* to determine when to use the numbers listed for Pantone, CMYK, RGB, and Web.

***Table 5: Color Values for Various Media***

Spot Color Printing	Process Color Printing	Desktop Publishing	Video	World Wide Web
Pantone	CMYK Values	RGB Values	RGB Values	Web-Safe Values

## ***Signature Color Options***

See “Color Variations” on page 5.

## ***Incorrect Use of Color***

For appropriate use of color on identity elements, see the *Color Variations* sub-sections of each of the identity elements in “Identity Elements” on page 2. Any departure from these standards is an inappropriate use of color.

## ***Color Consistency***

MCC chose its primary color palette from the world-standard Pantone Matching System (PMS). This standard guarantees that MCC’s colors will appear consistently on all printed material.

Using the PMS Color Bridge system, MCC’s color palette will also display correctly on screen, on the World Wide Web, and also using process printing. Use the following chart to determine which table to use to ensure color correctness.

# Typography

## *Type Families*

The MCC uses several type families as part of its overall brand strategy, but relies on two primary type families to define its overall identity: Gotham (a sans-serif type) and Warnock Pro (a serif type). These type families shall be used in all official, professionally printed or created material.

Type families are listed alphabetically.

### Athletic Type Family

Atheltic is a TrueType font used in the MCC U logo. This type family shall not be used for any other purpose.

*Sample*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Bickham Script Pro Type Family

Bickham Script Pro is a professional-level type family. It is an OpenType font created by Adobe Systems and available for purchase from the Adobe Systems online type store (<http://www.adobe.com/type>).

Bickham Script is used for award certificates, proclamations, and formal invitations.

*Sample*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### Brush Script Standard Type Family

Brush Script Standard is a professional-level type family. It is an OpenType font created by Adobe Systems and available for purchase from the Adobe Systems online type store (<http://www.adobe.com/type>).

Brush Script is used as part of the MCC U logo to display the “Class of...” information. The type family shall not be used for any other purpose.

*Sample*

ABCDEF GHIJKLM  
NOPQRSTU VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Charlotte Sans

*In 2008, MCC phased out its use of Charlotte Sans replacing it with Gotham. Material created after January 1, 2008 must use Gotham instead of Charlotte Sans. Charlotte Sans should be completely phased out of MCC materials by December 31, 2008.*

Charlotte Sans is a type family with 5 different typefaces. It is a TrueType font created by Letraset and available for purchase from the Veer online type store (<http://www.veer.com/type>).

## Gotham Type Family

Gotham is a type family with 20 different typefaces. It is the type face used for the tagline and the “The United States Of America” in the logo. It is an OpenType font created by Hoefler & Frere-Jones and available for purchase from the Hoefler & Frere-Jones online type store (<http://www.typography.com>).

*Sample*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Berling Type Family**

The Berling type family is used for the landmark. This typeface shall not be used for any other purpose.

### *Sample*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## **Warnock Pro Type Family**

Warnock Pro is a professional-level type family with 32 different typefaces. It is an OpenType font created by Adobe Systems and available for purchase from the Adobe Systems online type store (<http://www.adobe.com/type>).

### *Sample*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ***Alternate Type Families***

When Gotham is unavailable, Arial may be substituted. When Warnock Pro is unavailable, Times New Roman may be substituted.

## ***Other Typography***

From time to time it may be necessary to use type faces and families not defined here to help convey a message, mood or feeling. Usage of those type families and faces shall be approved by the Director of Branding and the Vice President of Congressional and Public Affairs.

## ***Why These Type Families?***

Each of the MCC type families was carefully selected to best represent the MCC and the United States of America. Specific reasoning for each type family is provided below.

## **Athletic Type Family**

For use with the MCC U logo, the Athletic type family captures the spirit of collegiate athletics through its letter-forms. The all-capital, outlined typeface is reminiscent of the letters and numbers that appear on college athletic



gear and fan's clothing. This type family evokes the idea that college is a time for learning new ideas and exploring the limits of one's abilities.

## Gotham Type Family

The Gotham type family, according to its creator, was developed based on signage developed throughout the United States on buildings, billboards, plaques, and posters over the past 50 years. This type family captures the essence of Americana, is in itself patriotic, and was developed to be very readable in just about any size.

## Warnock Pro Type Family

The Warnock Pro type family is an original typeface created by Adobe System, Inc., a U.S. software company that revolutionized the graphic design industry. The type family is named after Adobe's founder, John Warnock. Warnock Pro represents the American spirit of innovation and outside-the-box thinking while simultaneously respecting more traditional typefaces through its letterforms.

## Usage

All printed material prepared for publication should use styles for paragraph and character formatting. MCC has adopted the standard style names available in Microsoft Word to more quickly prepare documents for publishing both to print and to the web.



For a list of standard styles and the appropriate type family usage, see the *Millennium Challenge Corporation Publication Styles* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## Typefaces for Professional Printing

### Warnock Pro

Use the Warnock Pro type family when preparing a masthead, proposal, report, or other multiple-page, text-heavy document. Warnock Pro comes with four different optical typefaces. These optical typefaces are optimized for reading at very specific sizes. Use the appropriate optical typeface based on the information below:

- ★ *Caption*: for use when type is set between 6 and 8 points
- ★ *Regular*: for use when type is set between 9 and 13 points
- ★ *Subhead*: for use when type is set between 14 and 24 points
- ★ *Display*: for use when type is set between 25 and 72 points

## Gotham

Use the Gotham type family when preparing a brochure, flyer, or other document with little-to-no content or when creating signage or other large-scale products. Gotham comes in several weights and several widths. See the list below for proper usage:

### *Weight*

The weights listed below are available for use in all the widths.

Weight	Sample	When to Use
Thin	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Rarely. Does not reprint well on laser printers.
Extra Light	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Rarely. Does not reprint well on laser printers.
Light	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Rarely.
Book	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	This is the default weight for most uses of Gotham, including text in brochures, signage, logos, etc.
Medium	<b>ABCDEFGHIJKLM</b> <b>NOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	This is the default weight for headlines in brochures, when making text bold for emphasis, and for headlines on the Web.
Bold	<b>ABCDEFGHIJKLM</b> <b>NOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	Rarely. Used only on signage or the Web for greatest impact.

Weight	Sample	When to Use
Black	<b>ABCDEFGHIJKLM</b> <b>NOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	Rarely. Used only on signage for greatest impact.
Ultra	<b>ABCDEFGHIJKLM</b> <b>NOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	Rarely.

### *Width*

The widths listed below are available in all the weights listed above.

Width	Sample	When to Use
Condensed	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Never use as body text. Otherwise should be used in only extreme circumstances when text cannot be reworked and must fit in a tight space.
Extra Narrow	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Use in body text, signage, or headlines in circumstances when the text cannot be reworked and needs to fit into a tight space.
Narrow	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Use in body text, signage, or headlines in circumstances when the text cannot be reworked and needs to fit into a tight space.
Regular	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	This is the default width for all uses of Gotham.

## *Typefaces for Word Processing*

Use Times New Roman set at 12 point on automatic leading for everyday word processing.

# Grid

A grid is a distinct set of alignment-based relationships that act as guides for distributing elements across a format providing structure and balance to material.

All materials—print, Web, and on-screen—prepared by a member of the MCC production team (or MCC contractor) must conform to these grid requirements.

## *Horizontal Grid*

Apply the horizontal grid by dividing the layout area into 9 equal parts. These guides are called *flowlines*.

For example, a letter size sheet of paper is 11 inches, or 792 points, tall. If the letter size sheet of paper has top and bottom margins of .5 inches each, then the size of the layout area is 720 points. Divide 720 by 9 to get 80 points. A flowline is placed every 80 points, which sets the horizontal grid.

## *Vertical Grid*

Apply the vertical grid by keeping the layout area as one column or dividing the layout area into three, five, or six equal columns. The gutter area between columns should be no less than 12 points at all times.

## U.S. Business Papers

To help develop a strong MCC brand and identity, much of the U.S. business papers will be professionally printed.

### *Letterhead*

Professionally printed letterhead is available to produce outgoing letters and memoranda that cannot or should not be sent electronically. (In all other instances, the electronic letterhead template shall be used.)

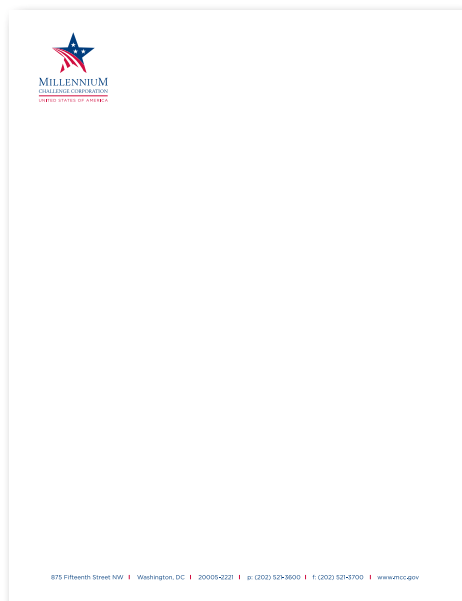
The letterhead has two standard elements:

- ★ The full-color MCC signature using the “United States of America” tagline placed 36 points from the left and top edges of the paper;
- ★ The address, telephone and fax numbers, and URL for MCC’s public website printed in 100 percent U.S. flag blue with pipes in 100 percent U.S. flag red between each element placed 36 points from the bottom edge of the paper and centered horizontally.

The letterhead is printed on International Paper’s Strathmore Writing System Bright White 24 pound paper or an appropriate equivalent.

The font for text within letters and memorandums will be written in Times New Roman 12.

Size: 8.5 inches by 11 inches.



### *Personalized Letterhead*

Professionally printed personalized letterhead is available to officers of the Corporation. All other MCC staff shall use the standard letterhead.

Personalized letterhead shall match the letterhead specifications outlined in the *Letterhead* sub-section of the *U.S. Business Papers* section of this manual with additional elements:

- ★ The name and title of the Corporate officer appears 36 points from the right edge and 92.25 points from the top edge of the paper in 100 percent U.S. flag blue;



- ★ The Corporate officer's name appears in 11 point on 13.2 point leading Gotham Medium, right-justified;
- ★ The Corporate officer's title appears on the following line in 7 point on 10 point leading Gotham Book, right justified;
- ★ The Corporate officer's department appears on the following line in 7 point on 10 point leading Gotham Book, right justified;
- ★ The Corporate officer may choose to use a different phone and fax number in the address element.

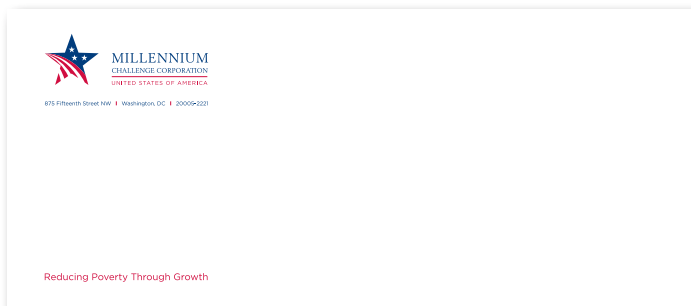
## *Second Sheet*

A second sheet of letterhead paper is available and should be used when printing a multiple-page letter on official letterhead.

The second sheet shall match the paper specifications outlined in the *Letterhead* sub-section of the *U.S. Business Papers* section of this manual.

## *#10 Envelope*

The #10 envelope is the standard size envelope for mailing material printed on letter size paper. These envelopes are professionally printed.



The #10 envelopes has three elements:

- ★ The horizontal logo signature with the "United States of America" tagline;
- ★ MCC's corporate address placed in the upper, left-hand corner in 100 percent U.S. flag blue with each

address element separated by a pipe in 100 percent U.S. flag red;

- ★ MCC's tagline placed in the lower, left-hand corner in 100 percent U.S. flag red in Gotham Book.

The #10 envelope shall match the paper specifications outlined in the *Letterhead* sub-section of the *U.S. Business Papers* section of this manual.

Size: 9.5 by 4.125 inches.

## ***Monarch Letterhead***

Monarch, or executive, letterhead is reserved for use by the Chief Executive Officer. The monarch letterhead is professionally printed in full color on paper matching the official corporate letterhead and includes two elements:

- ★ The MCC seal;
- ★ The CEO's name

Size: 6.125 by 8.5 inches.



## ***Monarch Envelope***

Monarch, or executive, envelopes are reserved for use with both the Monarch letterhead and the notecard. The envelope is professionally printed on paper matching the official corporate letterhead and includes the Chief Executive Officer's name and the corporate address.

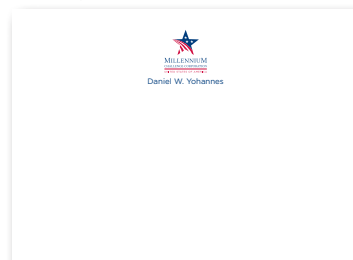
Size: A6.

## ***Notecards***

Notecards are reserved for use by the Chief Executive Officer. The notecard is professionally printed in full color on card stock paper matching the official corporate letterhead and only includes:

- ★ The MCC seal;
- ★ The CEO's name

Size: 6.125 by 4.5 inches.



## ***Notecard Envelope***

See "Monarch Envelope" on page 29.

## Business Cards

Business cards are professionally printed with design variations for staff, personal services contractors, Corporate Officers, and the Chief Executive Officer.

All business cards have the following elements:

- ★ the full color MCC logo signature with the “United States of America” tagline;
- ★ the MCC tagline set in 100 percent U.S. flag red;
- ★ the MCC corporate address set in 6.25 point on 7.5 point leading Gotham Book at 100 percent black;
- ★ the URL for the public web site set in 6.25 point on 7.5 point leading Gotham Book at 100 percent black.

### Prefix First Middle Last Suffix

Title  
Department  
Division  
875 Fifteenth Street NW  
Washington, DC 20005-2221

email@mcc.gov  
www.mcc.gov

direct: (000) 000-0000  
mobile: (000) 000-0000  
fax: (000) 000-0000

Reducing Poverty Through Growth



## Staff Business Cards

Staff business cards must include the aforementioned standard elements and *must* also include:

- ★ The employee’s full name set in 9 point on 10.8 point leading Gotham Medium at 100 percent U.S. flag blue;
- ★ The employee’s title set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified;
- ★ The employee’s department set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified;
- ★ The corporate address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified, left-justified appearing in this order:  
  
875 Fifteenth Street, NW  
Washington, DC 20005-2221
- ★ The employee’s official MCC email address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified appearing immediately above the public web site address.

In addition to the standard elements listed for all business cards, staff business cards may include:

- ★ The employee’s division (if applicable) set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified;
- ★ A maximum of three contact telephone numbers set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified in the lower, left-hand side of the card; the defaults are main phone number (delineated by “tel:”), direct phone number (delineated by “direct:”), mobile phone number (delineated by



“mobile:”), and fax phone number (delineated by “fax:”). Other numbers, such as international numbers, may be listed, but must replace one of the three standard numbers. International numbers will be listed last and will be listed with the country name in front of it;

## **For Staff In-Country**

See “Business Cards” on page 37.

## **For Personal Service Contractors**

Business cards for MCC PSC’s must follow the same standards for staff located at MCC corporate headquarters, including the use of the corporate headquarters address. Local phone numbers may be displayed on the business card. The business card may be printed in one color to lower cost.

## **Foreign Language Standards**

Cards with certain information printed on the back in a foreign language must follow the following standards:

1. One side of the card will appear completely in English; the other side of the card will appear in a foreign language.
2. The following information should be translated into the foreign language:
  - a. The staff member’s title
  - b. The staff member’s department
  - c. The local MCC address
  - d. The telephone number descriptions (e.g. tel., mobile, fax, direct)

No other elements on the foreign language side of the card should be translated.

## Corporate Officer Business Cards

Corporate office business cards must include the aforementioned standard elements and *must* also include:

- ★ The corporate officer's full name set in 9 point on 10.8 point leading Gotham Medium at 100 percent U.S. flag blue;
- ★ The corporate officer's title set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified (the title is typically "Vice President");
- ★ The corporate address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified appearing in this order:

875 Fifteenth Street, NW  
Washington, DC 20005-2221

- ★ The corporate officer's official MCC email address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified appearing immediately above the public web site address.

In addition to the standard elements listed for all business cards, corporate officer business cards may include:

- ★ A maximum of three contact telephone numbers set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified in the lower, left-hand side of the card; the defaults are main phone number (delineated by "tel:"), direct phone number (delineated by "direct:"), mobile phone number (delineated by "mobile:"), and fax phone number (delineated by "fax:"). Other numbers, such as international numbers, may be listed, but must replace one of the three standard numbers. International numbers will be listed last and will be listed with the country name in front of it;



## Chief Executive Officer Business Card

The CEO's business card design variation is available only to the CEO.

The CEO business card must include the aforementioned standard elements and *must* also include:

- ★ The CEO's full name set in 9 point on 10.8 point leading Gotham Medium at 100 percent U.S. flag blue;
- ★ The CEO's title set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified (the title is typically "Chief Executive Officer");
- ★ The corporate address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified appearing in this order:  
  
875 Fifteenth Street, NW  
Washington, DC 20005-2221



In addition to the standard elements listed for all business cards, the CEO business cards may include:

- ★ A maximum of three contact telephone numbers set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified in the lower, left-hand side of the card; the defaults are main phone number (delineated by "tel:"), direct phone number (delineated by "direct:"), mobile phone number (delineated by "mobile:"), and fax phone number (delineated by "fax:"). Other numbers, such as international numbers, may be listed, but must replace one of the four standard numbers. International numbers will be listed last and will be listed with the country name in front of it;
- ★ The CEO's official MCC email address set in 6.25 point on 7.5 point leading gotham Book at 100 percent black, left-justified appearing immediately above the public web site address.

## *Fax Electronic Template*

This item not yet developed.

## *Notepads*

This item not yet developed.

## *Mailing Labels*

Mailing labels for envelopes larger than #10 envelopes are available on the MCC intranet. The labels use the brand-mark, the tagline and include the corporate headquarter's address. No other branding elements should appear on the label.

## *Large Mailing Envelopes*

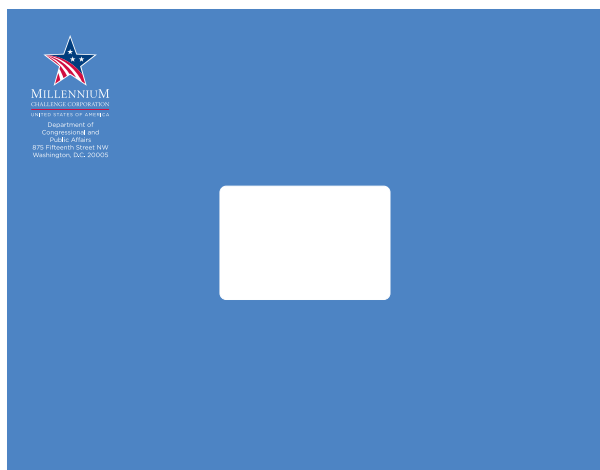
In general, use mailing labels for large mailing envelopes.

### **Large Tyvek Envelopes (15.5" x 12")**

Professionally printed, Tyvek envelopes are available in limited quantities and may be custom-ordered for each department using that department's budget. The envelope *must* contain the following elements:

- ★ The full-color MCC logo signature with the "United States of America" tagline;
- ★ The official MCC mailing address set in 8 point Gotham Book;
- ★ The envelope color is 100 percent MCC Pale Blue.

The envelope may contain a specific department name.



## *Programs*

Programs are prepared for flagship MCC events, such as Compact Signing Ceremonies. Programs are typically professionally printed in full color. Content, including imagery, should be appropriate and relevant to the event.



For detailed technical specifications for creating a program, see the *MCC Programs* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## CD and DVD Labels and Inserts

CD and DVD labels and inserts are available from the Director of Branding and may be customized to specific projects.

### Sticker

The sticker shall follow this format:

- ★ A 24-point U.S. flag red ring bleeds off the sticker's edges, otherwise the background is white;
- ★ The title appears in Gotham Book arced in a 180-degree half-circle at the top of the CD or DVD appearing in the largest point size possible without exceeding 24 point; default is 18 point. The title shall appear in U.S. flag blue;
- ★ The subtitle appears in gotham Book below the title arced in a 180-degree half-circle at the top of the CD or DVD appearing in the largest point size possible without exceeding 18 point; default is 14 point. The subtitle shall appear in U.S. flag blue.
- ★ The MCC logo signature appears at the bottom, center of the sticker;
- ★ The MCC public web site address appears to the left of the signature in 8 point Gotham Book in 100 percent black;
- ★ The date the CD or DVD was created appears to the right of the signature in 8 point Gotham Book in 100 percent black.



### Inserts

Inserts for slim jewel cases have are available. For other CD and DVD packaging, see the Director of Branding.

The slim jewel case front cover insert shall follow this format:

- ★ A 12-point, 100 percent U.S. flag red border bleeds off the insert's front cover;
- ★ The background remains either white or be filled with a photo conveying the message or tone of the contents of the CD or DVD;



- ★ The title appears in Gotham Medium in the upper, left-hand corner. The title may be a maximum of two lines and shall appear in the largest point size possible, not to exceed 30 point; default is 30 point. The title shall appear in U.S. flag blue;
- ★ The subtitle appears in Gotham Book immediately below the title. The subtitle may be a maximum of two lines and shall appear in the largest point size possible, not to exceed 18 point. The subtitle shall appear in U.S. flag blue.

The slim jewel case back cover insert shall follow this format:

- ★ The background is 100 percent U.S. flag red and bleeds off the back cover;
- ★ The tagline appears centered between the top edge of the paper and the top of the star in the MCC logo on the back cover. The tagline appears in 12 point Gotham Book in 100 percent white.
- ★ The MCC vertical logo signature appear with the “United States of America” tagline at the bottom, center of the back cover, 24 points above the edge.

Custom packaging will follow a format similar to the existing slim jewel case format.

## *Award Certificates*

Certificates of both recognition and merit are available from the Director of Branding. Certificates must be printed on heavy paper, typically a minimum of 110 lb, and must be printed in full color.



For detailed technical specifications for creating a certificate, see the *MCC Certificates and Proclamations* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## *Proclamations*

Proclamations are available from the Director of Branding. Proclamations are one of the highest honors bestowed upon its recipient from MCC and must be printed in full color and are typically framed.



For detailed technical specifications for creating a proclamation, see the *MCC Certificates and Proclamations* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## *Press Releases*

Press Releases are formatted to the Masthead specifications outlined in “Mastheads” on page 44. Press Release mastheads are available in process (CMYK) color and one color in Microsoft Word and Adobe InDesign templates and are not professionally printed.

# International Business Papers

International business papers are intended for use at MCC's in-country mission offices and only if the A4 format is the most commonly used format in that particular country.

## *A4 Letterhead*

The A4 letterhead shall match the letterhead specifications outlined in "Letterhead" on page 27, except that the artwork will be formatted to fit properly on an A4 size page.

## *A4 Personalized Letterhead*

If personalized letterhead is made available to staff at MCC in-country missions, it shall match the personalized letterhead specifications outlined in "Personalized Letterhead" on page 27, except that the artwork will be formatted to fit properly on an A4 size page.

## *A4 Envelope*

The A4 envelope shall match the envelope specifications outlined in "#10 Envelope" on page 28, except that the artwork will be formatted to fit properly on an A4 size envelope.

## *Business Cards*

Business cards for MCC staff located in-country shall match the specifications for business cards outlined in the *Staff Business Cards* sub-section and the *Foreign Language Standards* sub-section of the *U.S. Business Papers* section of this manual (see "Staff Business Cards" on page 30), except:

1. The staff member's department name will be replaced by the name of the country where the staff member is located.
2. The local MCC address will replace the corporate address.
3. The local phone numbers will be used. Listing the country name in front of those numbers is not required.

# Digital Media

## *Public Web site*

The following standards should be used when developing for the MCC public web site. These principles and associated standards are based upon industry best practices, statistics, and common web design paradigms established in March 2006 and reviewed from time to time for accuracy.

Principle	MCC Standard
Monitor Resolution	1024 pixels by 768 pixels
Monitor Color Depth	24 bit (or millions of colors)
Browser Plug-Ins Used	Adobe Flash Adobe PDF Windows Media
Bandwidth	Dial-up speed (56k modem)
Cookies	None, required by Executive Order
Frames	None
Accessibility	Section 508, required by Executive Order
Pop-Up Windows	None
HTML Page Display	Elastic (the content area of the page will be a fixed width centered in the browser window while the background image will fill a maximized screen)

## *Intranet*

The following standards should be used when developing for the intranet. These principles and associated standards are based upon information provided by the MCC Chief Technology Officer, industry best practices, statistics, and common web design paradigms established in March 2006 and reviewed from time to time for accuracy.

Principle	MCC Standard
Monitor Resolution	1024 pixels by 768 pixels
Monitor Color Depth	32 bit (or millions of colors)
Browser Plug-Ins Used	Adobe Flash Adobe PDF Windows Media Apple QuickTime
Bandwidth	Broadband speed (minimum 128kbps)
Cookies	Minimal use



Principle	MCC Standard
Frames	None
Accessibility	Section 508, required by Executive Order
Pop-Up Windows	None
HTML Page Display	Elastic (the content area of the page will be a fixed width centered in the browser window while the background image will fill a maximized screen)

## Interface

Both the public web site and intranet interface designs should reflect MCC's overall visual design strategy. This includes using the MCC brand color palette, appropriate corporate fonts, and the design grid outlined in "Grid" on page 26. The interface designs of the public web site shall be different, however, from the intranet.



For detailed technical specifications for website interfaces, see the *MCC Public Website and Intranet Visual Interfaces Best Practice* document on the MCC branding website, <http://www.mcc.gov/branding>.

## Content

Content written specifically to be posted on MCC Web sites should conform to industry best practices for web content development, including:

- ★ Using clear language, not jargon
- ★ Chunk content to allow for skimming
- ★ Use short sentences and paragraphs
- ★ Use bulleted lists when possible
- ★ Use the inverted pyramid writing model

All content written for the web should have a consistent tone and style. The official style manual for the public web site is *The Associated Press Stylebook* and the official dictionary is <http://www.dictionary.com>.

All content that needs to retain the integrity of its original presentation should be posted as an Adobe PDF file.

## Development Standards

All web site development hosted on MCC servers and either created in-house or through procurement must conform to the industry standards and best practices as defined at the time of the development. As of March 2006, the industry standards for web site development coding are XML 1.0, XHTML 1.0, CSS 2, Document Object Model (DOM) 1.0, and ECMAScript (known as standardized Javascript) according to the World Wide Web

Consortium (known as the W<sub>3</sub>C, <http://www.w3c.org>) and the Web Standards Project (<http://www.webstandards.org>).

Conformance to these standards guarantees public web site content will be viewable by more conventional PC-based web browsers by the most people identified in our audience group and also ensures better search results in modern search engines like Google and Yahoo! It also ensures easier portability to other devices accessing the World Wide Web like mobile telephones and personal digital assistants.

## *Color*

All web sites hosted by MCC must use colors from the MCC default color palette. See “Color” on page 15 for appropriate use.

## *Typefaces*

All web sites hosted by MCC must use either the primary or alternate MCC sans-serif fonts. “Typography” on page 20 for appropriate use.

## *Imagery*

Imagery should be meaningful, evoke action, and provide additional value and context to the content presented.

## *Desktop Images*

A variety of MCC desktop images are available on MCC’s branding website, <http://www.mcc.gov/branding>.

Updated desktop images are created from time to time to promote MCC, its mission and values, and MCC country partners.

MCC desktop images must include the following elements:

- ★ Designed to display proportionally on a 1280 pixel by 1024 pixel monitor.
- ★ “Millennium Challenge Corporation”
- ★ The MCC signature

MCC desktop images must follow the appropriate usage standards for MCC’s signature, color palette, imagery, and typography.

# Forms

Forms standards not yet developed.

# Marketing Materials

These materials help maintain strong brand consistency and promote MCC's mission and values.

## *Voice and Tone*

Written content should be concise, active, positive, and engaging.

## *Imagery*

Imagery shall be strong, meaningful, evoke action, and provide additional value and context to the content presented.

## *Signature Placement*

The MCC signature shall appear on all marketing materials, but its placement will vary depending on the item. Appropriate signature placement is identified in each section below for that item.

## *Grid Systems*

Each piece of marketing material must conform to the basic grid system standards. Additional grid system information is provided with each specific marketing material description. See the *Grid* section of this manual for basic grid system information.

## *Brochure System*

Brochures are designed and professionally printed from time to time to help communicate the mission, values, and programs of the MCC.

MCC brochures must conform to the following standards:

- ★ *Required:* The MCC logo or signature must appear on the cover
- ★ *Required:* Brochure shape, when folded, should be of equal height and width.
- ★ *Required:* The back page of the brochure is always 100% U.S. flag red
- ★ *Required:* On the back page of the brochure, the MCC logo appears centered 24 points above the address line

- ★ *Required:* On the back page of the brochure, the MCC corporate address appears a maximum of 36 points from the bottom edge of the paper in the following format:  
875 Fifteenth Street NW  
Washington, DC 20005-2221  
www.mcc.gov
- ★ *Required:* On the back page of the brochure, the publication number appears in the lower, right-hand corner a maximum of 36 points from the right and bottom edges of the paper.

## Brochure Grid System

MCC brochures have no additional grid system requirements beyond the basic grid system requirements outlined in “Grid” on page 26.

## Folder

Folders are designed and professionally printed from time to time to help communicate the mission, values, and programs of the MCC.

The standard folder design contains the following elements:

- ★ *Front cover:* The full-color, vertical MCC logo signature with the “United States of America” tagline horizontally and vertically centered on a linear gradient of 30 percent to 100 percent MCC Pale Blue at full bleed;
- ★ *Back cover:* The full-color, vertical MCC signature set at 129 points wide by 136 points tall with the “United States of America” tagline on a linear gradient of 30 percent to 100 percent MCC Pale Blue at full bleed; the corporate address appears 36 points from the bottom edge set in 11 point on 14 point leading Gotham Book in 100 percent white; the MCC tagline appears in 24 point Gotham Book in 100 percent white vertically and horizontally centered.
- ★ *Interior background:* the MCC “grocery list” of compact programs set in 21.6 point Gotham Book and Gotham Bold in 80 percent MCC Pale Blue on a field of full-bleed MCC Pale Blue;
- ★ *Interior flaps:* slits for business cards should be included on both sides.



Customized folder designs may be created from time to time and must be approved by the Director of Branding and subject to the approval of the Vice President of Congressional and Public Affairs.

## Folder Grid System

Folders have no additional grid system requirements beyond the basic grid system requirements outlined in the *Grid* section of this manual.

## Covers

Marketing material covers will vary depending on the medium, but should be consistent with the Cover standards outlined in “Presentations, Proposals, Reports and Other Documents” on page 47. The MCC signature elements must appear on all marketing material covers, but placement will vary depending on the item.

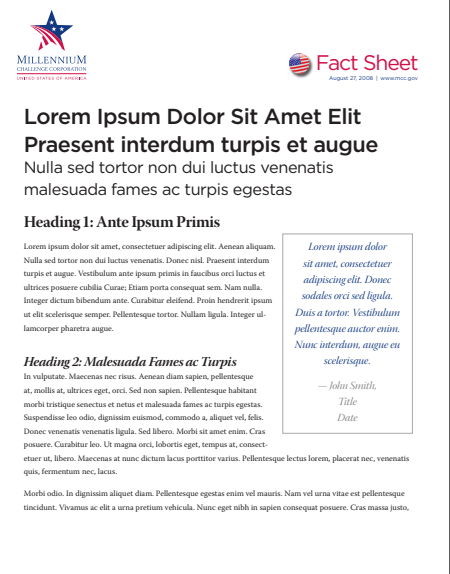
Covers play an essential and primary role in grabbing the attention of and engaging our recipients in the message, values, and mission of MCC. Ensure that covers are striking, creative, compelling, and active.

## Mastheads

Masthead documents are those not requiring a full cover page, but needing an obvious element to introduce the concepts of a document to its reader (e.g. a press release or a fact sheet). A *masthead* is an element, usually containing an image, logo, and high-level, one-to-two word description of the document’s contents.

MCC mastheads must contain the following required elements and may contain the two optional elements:

- ★ **Required:** Appropriate metadata placed in the document. See *Preparing Documents for Web Posting*, available on MCC’s branding website, <http://www.mcc.gov/branding>;
- ★ **Required:** The MCC vertical logo signature using the “United States of America” tagline appearing 36 points from the top and left edge of the paper;
- ★ **Required:** The masthead name appearing 36 points from the right edge of the page set in Gotham Book at 28 points in 100 percent U.S. flag red;



- ★ *Required:* The publication date in Month Day, Year (e.g. April 25, 2009) format below the masthead name set in Gotham Book at 7.2 points on 10.8 leading points in 100 percent U.S. flag blue;
- ★ *Required:* The public web site URL ([www.mcc.gov](http://www.mcc.gov)) on the same line as the publication date but separated with an en space, a pipe, and another en space set in Gotham Book at 7.2 points on 10.8 leading points in 100 percent U.S. flag blue;
- ★ *Optional:* A flag button set no larger than 27 point diameter placed 12 points to the left of the masthead name. The flag button must have a drop shadow set 3 points to the right and bottom of the flag button. The flag button should be used *only* if it helps describe a single country highlighted within the content of the masthead.
- ★ *Optional:* A footer statement describing the mission of the Millennium Challenge Corporation or other statement relevant to the mission and values of the MCC and the content of the material.

## Standard MCC Mastheads

MCC uses several standard masthead titles to help readers quickly understand the purpose of the document.

These masthead titles are grouped in the following categories for the purposes of file management and organization (listed alphabetically):

- ★ Biographies
- ★ Business Papers
- ★ Fact Sheets
- ★ Press
- ★ Quarterly Reports
- ★ Success Stories
- ★ Training
- ★ Transcripts

## *Posters*

Posters are typically sized at 24 by 36 inches and mounted on foamcore. The signature appears in its vertical orientation centered at the bottom of the poster.

Posters may be created in any size or format from time to time but must conform to the standards for color, typography, grids, and other guidelines outlined in this manual.

## **Poster Grid System**

The poster grid has no additional grid system requirements beyond the basic grid system requirements outlined in the *Grid* section of this manual.





# **Presentations, Proposals, Reports and Other Documents**

While the content of these materials is truly the most important, ensuring a professional, consistent, clean look—from the binding to the cover to the imagery—is the responsibility of the design and production of the final product.

## ***Binding***

The following binding methods are standard in the printing industry and should be used in specific instances. The Cover standards for presentation, proposals and reports will work with all binding options below.

The following descriptions and graphics are taken from *Forms, Folds, and Sizes* by Poppy Evans.

### **Perfect**

Signatures are gathered in a stack rather than nested. The spine side of the stack is milled to remove the folded edges. Melted adhesive is applied along the spine edges of the pages. The cover is applied while the glue is hot and wrapped around the book. The book is trimmed on a three-knife trimmer.

The MCC Annual Report typically uses this binding method.

### **Plastic Comb Binding**

Trimmed covers and individual pages are assembled, collated, and held together by a plastic comb that is opened, inserted into drilled holes, and then closed. Comb can be opened to insert more pages as needed.

### **Saddle Stitch**

Cover and signatures are nested one within the other and hung over a chain or “saddle.” covers are scored and folded on the same machine and then laid on top of the signatures. Cover and signatures are wire stitched (stapled) at the center of the spine, and then trimmed.

The MCC Congressional Budget Justification typically uses this binding method.

### **Side Stitch (Stapled)**

Cover and individual pages are collated and assembled into a stack and then stapled at the bound edge.

All copiers at MCC are capable of side stitching.

## Spiral Binding

Trimmed covers and individual pages are assembled, collated, and held together by a spiraled piece of plastic, wire, or doubled wire inserted into drilled holes.

The MCC Scorebook typically uses this binding method.

## Covers

Covers play an essential and primary role in grabbing the attention of and engaging our recipients in the message, values, and mission of MCC. Ensure that covers are striking, creative, compelling, and active.

All MCC front covers must contain the following required elements and may contain the following optional elements:

- ★ Border (required);
- ★ Company Name (required);
- ★ Image (optional);
- ★ MCC Signature (required);
- ★ Subtitle (optional);
- ★ Title (required)

All MCC back covers must contain the following required elements and *may not* contain any additional elements:

- ★ Full-bleed field of U.S. flag red at 100 percent;
- ★ MCC's tagline, "Reducing Poverty Through Growth"
- ★ The full-color, vertical MCC logo signature;
- ★ The corporate address;
- ★ The publication number.



For detailed technical specifications for creating covers, see the *Creating MCC Document Covers* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## *Types of Publications*

MCC produces a variety of materials for many different purposes, but generally fall in to four specific publication types:

- ★ Guidance or Reference Manual (e.g. this publication, *Guidance to Countries Eligible for Compact Assistance*)
- ★ Promotional Publications (e.g. the annual report, *Congressional Budget Justification*)
- ★ Reports, Papers, and Testimony (e.g. *Candidate Country Report*, *MCC's Role in the Fight Against Corruption*, long testimony submitted to Congress)
- ★ Working Paper (e.g. *MCC's Approach to Country Ownership*)

## **Formatting for All Publications**

All MCC publications have basic formatting guidelines, which are listed below. Additional factors, specific to each publication type, also determine additional formatting requirements.

All MCC publications must adhere to these basic formatting standards.

### *Paper Size and Margins*

- ★ *Required:* Publications are produced on U.S. letter-sized paper (8 ½ inches by 11 inches);
- ★ *Required for the Front Matter and Content sections of each publication:* Set margins to:
  - \* Top and bottom: 72 point (allows for the proper amount of clear space around the folio material);
  - \* Inside and outside (or left and right): 48 point;

### *Document Sections and Pagination*

- ★ *Required:* Appropriate metadata placed in the document.



For detailed technical instructions for inserting metadata into a document, see the *Preparing Documents for Web Posting* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

- ★ *Required:* Publications are subdivided into the following sections:
  - \* *Front Cover:* contains the front cover and, if double-sided, the inside of the front cover; these pages are not numbered;
  - \* *Front Matter:* contains any acknowledgements, the table of contents, any tables of charts, graphs or illustrations; this section's pages are numbered using lower case Roman numerals and begins with page *i*;

- \* *Content*: the main content area of the publication; this section's pages are numbered using digits and begins with page 1;
- \* *Back Cover*: contains the back cover and, if double-sided, the inside of the back cover; these pages are not numbered;

### *Typography, Tables and Page Objects*

- ★ *For CMYK Color Documents*: Use the MCC standard style sheet available in the **template-cmyk-letter-masthead.indd** Adobe InDesign file saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\002 - Marketing Materials\004-mastheads*. This document contains the master style sheet containing definitions for type, tables, and page objects (like photos, pull quotes, etc.) for both process (CMYK) color publications and mastheads.
- ★ *For One-Color (or black and white) Documents*: Use the MCC standard style sheet available in the **template-one color-letter-masthead.indd** Adobe InDesign file saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\002 - Marketing Materials\004-mastheads*. This document contains the master style sheet containing definitions for type, tables, and page objects (like photos, pull quotes, etc.) for both one-color publications and mastheads.



For a list of standard styles and the appropriate type family usage, see the *Millennium Challenge Corporation Publication Styles Best Practice* document on the MCC branding website, <http://www.mcc.gov/branding>.

### *Standard Page Elements*

- ★ *Header (Required for the Front Matter and Content sections of each publication)*: "Millennium Challenge Corporation" graphic positioned 36 points from the top edge and 48 points from the outer edge of the page. The graphic filename is *brand name-one color-folio.ai* and is saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\014 - Brand Identity Elements\001-brand name*.
- ★ *Footer (Required)*: The document title set in Warnock Pro Caption at 7.2 point on 10.8 point leading in 100 percent black positioned 36 points from the bottom of the page and aligned with the inside margin of the page. The document title shall not extend beyond one line of text and shall have a minimum of 72 points of clear space between it and the page number. *Note: using a text variable in Adobe InDesign is a preferred method to accomplish this.*
- ★ *Page Numbers (Required for the Front Matter and Content sections of each publication)*: Page numbers set in Warnock Pro Caption at 21.6 point on 36 point leading in 100 percent black positioned 36 points from the bottom and 48 points from the outer edges of the page.

## Publication Grid System

The publication grid begins inside the margins identified above, but have no additional grid system requirements beyond the basic grid system requirements outlined in the *Grid* section of this manual.

## Publication Typeface Styles

All type family and typeface styles, sizes, and colors have been established and saved as paragraph, character, object, and table styles in Adobe InDesign masthead template files:

- ★ For full-color documents: *template-cmyk-letter-masthead.indd*;
- ★ For one-color documents: *template-onecolor-letter-masthead.indd*;

These files are located on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\002 - Marketing Materials\004-mastheads*. Use these files as templates when creating a publication document.

MCC's publications type family and typeface styles mirror that of MCC's masthead type family and typeface styles to guarantee overall brand consistency. The paragraph and character styles are named to map with the pre-established paragraph and character styles available in Microsoft Word.

## *PowerPoint Templates*

### Traditional Template

The traditional PowerPoint template available to staff has:

- ★ 2 master slides: 1 for title slides and 1 for other slides
- ★ 2 required slides:
  - \* Slide 1 displays MCC's new signature logo with the "United States of America" tagline
  - \* Last slide displays MCC's tagline, "Reducing Poverty Through Growth"

The slide design is simple with the following standard elements:

- ★ The background is a linear gradient between 100 percent MCC pale blue and 100 percent U.S. flag blue
- ★ The MCC vertical logo signature is used in the upper third, center of the page (for title slides) and the upper, right-hand corner (for other slides)

### Contemporary Template

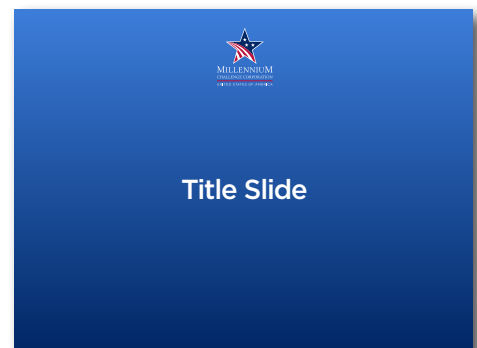
The contemporary PowerPoint template available to staff uses the same gradient background and requires the same first and last slide listed above, but does not include the logo on any master slide.

All PowerPoint templates must conform to the standards outlined in this document.

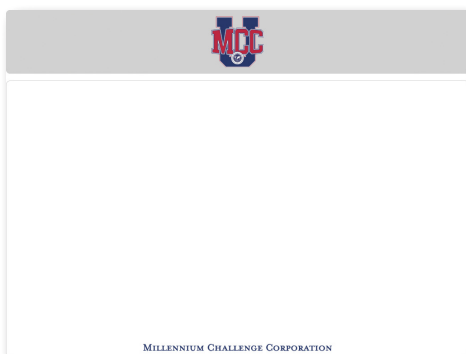
### MCC U Template

A template for the exclusive use of presenters during any MCC U session is available.

Three different backgrounds serving three different purposes were created for this template:



- ★ *Background 1:* Includes the MCC U logo and MCC brand name; to be used as the first slide in every presentation;
- ★ *Background 2:* Includes the MCC U logo in a field of 20 percent black and MCC brand name; to be used as a “bumper” slide to introduce new ideas or emphasize a point;
- ★ *Background 3:* Includes the MCC U logo and MCC brand name in a field of 20 percent black; to be used as the primary slide to convey information.



## Template Creation

Additional templates may be created from time to time by the MCC production team. Additional templates must be approved by the Director of Branding and are subject to the approval of the Vice President of Congressional and Public Affairs.

## PowerPoint Imagery

Like all imagery used in MCC marketing and promotional materials, PowerPoint imagery shall be strong, meaningful, evoke action, and provide additional value and context to the content presented.

## PowerPoint Grid System

The PowerPoint grid begins at the top and left edge of each slide, but has no additional grid system requirements beyond the basic grid system requirements outlined in the *Grid* section of this manual.

## Typography

Use Gotham or its approved alternate typeface for PowerPoint templates.

## Additional PowerPoint Information



See the *PowerPoint Guidance and Standards* Best Practice document on the MCC branding website, <http://www.mcc.gov/branding>.

## Exhibits

Exhibit materials will primarily be managed by the Department of Congressional and Public Affairs. Exhibit materials purchased by other departments must conform to the standards and guidelines outlined in this manual and must be approved by the Director of Branding and may be subject to the approval of the Vice President for Congressional and Public Affairs.

Requests for usage of exhibit materials should be submitted to Congressional and Public Affairs at least one week in advance of event.

### *Podium Seals*

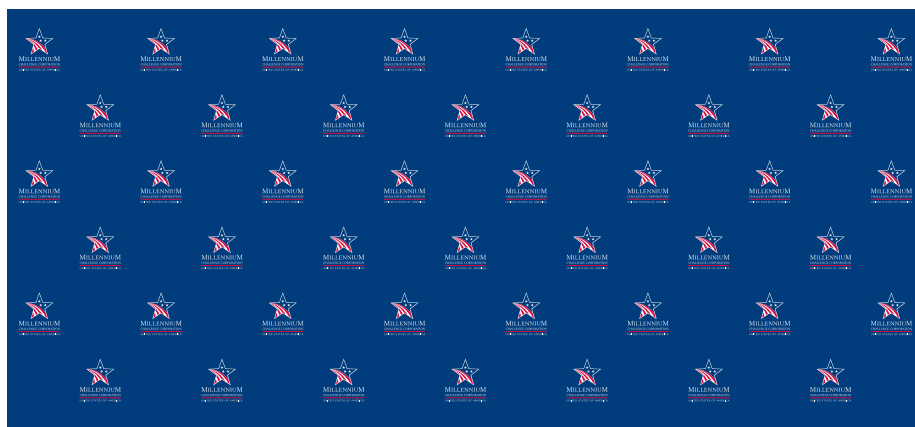
Three painted, styrofoam MCC logos area available for placement on podiums and other speaking platforms at MCC public events. Contact Congressional and Public Affairs to reserve one.

### *Trade Show Booth*

Human Resources has a 10 foot by 10 foot lightweight, collapsible exhibit wall for use at recruitment trade shows. The wall is comprised of rollable, plastic panels that may be interchanged with other panels.

### *Backdrops*

The Department of Congressional and Public Affairs has a series of five collapsible, vertical banners that can be set up to create a solid backdrop available for use at MCC public events.



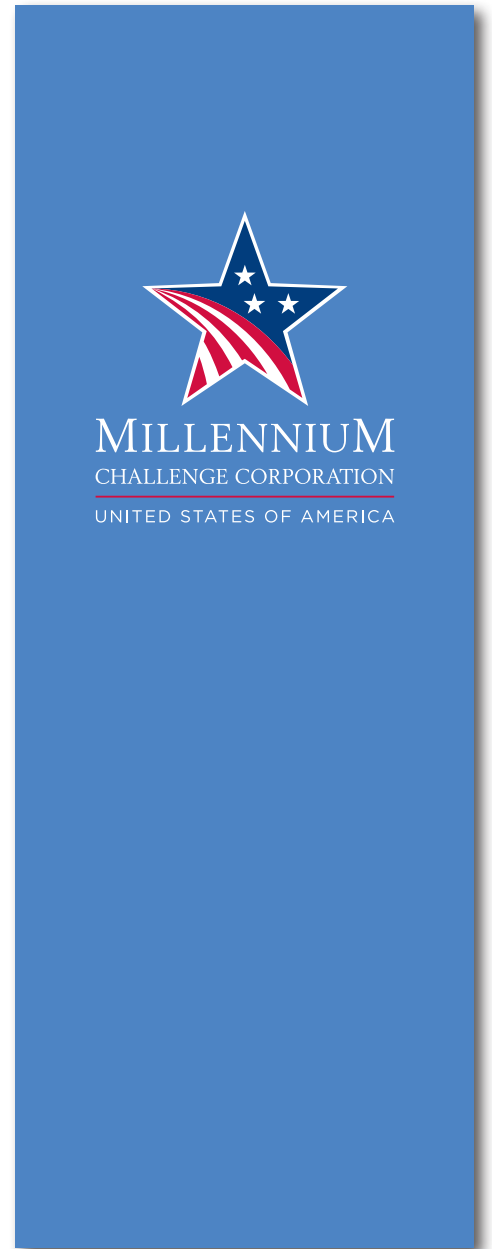


## *Banners*

The Department of Congressional and Public Affairs has two collapsible, vertical banners available for use at MCC public events. Human Resources has three collapsible, vinyl banners.

All five banners have two elements:

- ★ A full-bleed field of 100 percent MCC pale blue;
- ★ A full-color, vertical MCC logo signature with the “United States of America” tagline.



## Signage

All signage shall conform to appropriate typeface, color, finish, and lighting standards where appropriate.

### *Color*

See “Color” on page 15 for appropriate color usage.

### *Typography*

See “Typography” on page 20 for appropriate use of type.

### *Materials and Finishes*

Signage shall use materials and finishes appropriate to its location and exposure to the elements. Any questions should be referred to the Director of Branding.

### *Lighting Considerations*

Signage shall be lit appropriate to its location and exposure to the elements. Any questions should be referred to the Director of Branding.

### *Fabrication Guidelines*

Signage shall be created or manufactured appropriate to its location and exposure to the elements. Any questions should be referred to the Director of Branding.

### *Corporate Flag*

The official flag of the Millennium Challenge Corporation centers the corporate logo signature on a field of 100 percent MCC pale blue.



## Promotional Items

Official MCC promotional items will be designed and created on an as-needed basis. Examples are:

- ★ Golf Shirts
- ★ T-shirts
- ★ Baseball Caps
- ★ Pens
- ★ Mugs
- ★ Pins
- ★ Mouse Pads
- ★ Cuff Links
- ★ Retractable Badge Holders

Should a department within the MCC decide to purchase promotional items, artwork must conform to the guidelines and standards outlined in this manual and is subject to the approval of the Director of Branding.

### *Promotional Items Committee*

A committee to determine the most appropriate official MCC promotional items shall be established and comprised of the Vice President of Congressional and Public Affairs, the Director of Branding, and a representative from each department. This committee shall meet from time to time as needed.

### *Executive Promotional Items*

The Promotional Items Committee shall recommend MCC branded items for the Chief Executive Officer and corporate officers to use as tokens of appreciation. These items shall be provided exclusively to the CEO and officers.

## Image Library

An image library comprised of both photographs and illustrations for approved for use in MCC material is available to Department of Congressional and Public Affairs staff members on MCC's shared network server. The image library is divided into two sections:

- ★ Illustrations: *S:\\_divisions\domestic relations\Branding - Corporate\017 - Image Library*
- ★ Photography: *S:\\_divisions\domestic relations\Artwork*

Images in these libraries are approved for use in print, web, and video presentations by both Congressional and Public Affairs and the Office of General Counsel.

### *Illustrations*

#### Flag Buttons



MCC has purchased graphic art representing the flags of approximately 140 countries—including all its compact-eligible and threshold-eligible countries—shaped like glistening buttons. This artwork should be used on all materials produced by the MCC to represent other countries when necessary.

*Required:* flag buttons must have a 100% black drop shadow a minimum of 3 points (or pixels) to the right and 3 points (or pixels) from the bottom of the button.

*Required:* when used in body copy, flag buttons must not be any larger than 28 points in diameter.

Flag button files are available in Adobe Illustrator format in the Illustrations directory on MCC's shared network server: *S:\\_divisions\domestic relations\Branding - Corporate\017 - Image Library\flag buttons*

## Reproduction Files

Electronic files and templates in multiple formats are available for various branding items described in this manual. Files are available in one of three locations and are indicated as such by the icons below:



Available on MCC's shared network server for Congressional and Public Affairs staff;



Available on The Vine for all MCC staff;



Available on MCC's public branding website, <http://www.mcc.gov/branding> for all MCC staff, country partners, vendors, etc.

The files described below may change from time to time, as necessary, and new files may be added. Check with the Director of Branding for the most up-to-date files and descriptions.

## Logo and Logo Signatures

The following electronic files are provided in .eps, .jpg, .tif, and .png format saved at the highest quality and provided in two color variations: full-color and one color.

The full-color files are additionally available in four color spaces: spot (using Pantone colors), CMYK, RGB, and Web-safe. Use the proper file for the appropriate color space.

These files should *never* be modified in any way, except to be proportionally resized to fit appropriately on material.

### Logo Signature

The signature is *the most appropriate* symbol to represent the MCC worldwide. It comes in two orientations: horizontal and vertical. Use of the horizontal signature is limited to very specific circumstances. Refer to "Signature" on page 7 for proper usage. Always adhere to all requirements described in that section.

## Electronic File Formats

This chart identifies the best file format to use in each program listed. All file formats are usable on both the Microsoft Windows and Apple Macintosh computing platforms.

Software	.eps	.jpg	.png	.tif
Adobe Illustrator	●	○	○	○
Adobe InDesign	●	○	○	○
Adobe Photoshop	●	○	○	○

Software	.eps	.jpg	.png	.tif
Microsoft Excel		○	●	○
Microsoft Word		○	●	○
Microsoft PowerPoint		○	●	○

● = recommended

○ = acceptable

## Templates

The fonts, images, colors, and overall design of these templates must not be changed without the prior approval of the Director of Branding.

Templates are listed in alphabetical order.

### Cover Page

A cover page matching the Microsoft Word design described in the *Covers* sub-section of the *Presentations, Proposals, Reports and Other Documents* section is available in color as a Microsoft Word template.

### Fax Cover Sheet

The fax cover sheet is available as a black and white, fillable PDF file. It may also be printed and copied for placement near fax machines.

### Letterhead

An electronic version of the blank letterhead is available as a Microsoft Word template. This template is suitable only for creating an Adobe Acrobat PDF file to send electronically.

### Mailing Labels

Mailing labels for use on envelopes larger than the standard #10 envelope are available as a full-color Microsoft Word template. The template is designed to print on Avery 5168 size labels.

### Memorandum

An electronic, black and white version of the blank letterhead is available as a Microsoft Word template. This Microsoft Word template is suitable for creating memos for internal distribution only.

## Nametags



A black and white Microsoft Word template file is available for Avery 5395 adhesive sticker nametags.

## PowerPoint Template



A full-color PowerPoint template is available designed to the specifications described in the *PowerPoint Templates* sub-section of the *Presentations, Proposals, Reports and Other Documents* section.

## Promotional Labels



Full-color labels with the MCC vertical signature are available as a Microsoft Word file. This template is designed to print on Avery 5168 size labels.

## Spine Inserts



Full-color insert templates for 1-inch, 1½-inch, 2-inch, and 3-inch binders are available as a Microsoft Word template file.

## Tent Cards



A black and white Microsoft Word template file is available for tent cards. This template is formatted for use with Avery 5309 tent cards.

## Miscellaneous

### *Clearance Process*

Clearance by the Director of Branding followed by clearance by the Vice President of Congressional Affairs is required for all MCC-branded materials.

### *Ordering Information*

Requests for ordering letterhead or business cards should be addressed to:

Stephanie Murphy

Administration & Finance

202-521-3871

[murphysa@mcc.gov](mailto:murphysa@mcc.gov)

### *Whom to Contact with Questions*

Questions regarding branding and standards should be addressed to:

Brett Bearce

Director of Branding and Web Projects

Congressional and Public Affairs

202-521-4076

[bearceb@mcc.gov](mailto:bearceb@mcc.gov)





# Reducing Poverty Through Growth



MILLENNIUM  
CHALLENGE CORPORATION  

---

UNITED STATES OF AMERICA

875 Fifteenth Street NW  
Washington, DC 20005-2221  
[www.mcc.gov](http://www.mcc.gov)